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ABSTRACT

One of 33 self-paced instructional modules for training industry services leaders, this module contains three sequential learning activities. (Industry services are manpower services provided by public agencies to new or expanding private industries.) The first learning activity is designed to provide the learner with the needed background information on announcing a training program to recruit applicants who will fit into the industry's production plans. The second learning activity provides for application in a practice situation, and a final checkout activity allows the learner to announce the opening of a training program in a real work situation, e.g., when employed or when working as an intern learner. Feedback devices (learner self-test and performance checklist) are included for use by the learner and instructor/supervisor to assess progress. Case study information and a worksheet are appended for guidance in performing objectives. (Two of the other modules also deal with preparation for training: Adapting the training site to training needs and evaluating safety conditions at the training site). (JT)

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MODULE NUMBER VII-C

ANNOUNCING THE OPENING OF A TRAINING PROGRAM

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SELF-PACED

INSTRUCTIONAL MODULE

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INSTRUCTIONAL PROCEDURE

This module contains two sequential learning activities and a final check-out activity. A brief overview precedes each learning activity and the final check-out activity. Each learning activity and the final check-out activity provide learning experiences to help you accomplish the objectives. Feedback devices (learner self-test, worksheet, and performance checklist) are provided to help you determine when each objective has been accomplished. Case study information is presented as a guide in completing the learning activities.

The first learning activity is designed to provide you with the needed **background information**. The second learning activity is designed to give you an opportunity to apply that information in a **practice** situation. The **Check-Out Activity** is the final learning activity. It is designed to allow you to announce the opening of a training program in a real work situation, such as when you are employed or when you are serving as an intern learner. The **Performance Checklist** (Appendix A) is used by the learner and the instructor/supervisor to assess progress. The checklist is applicable for both practice performance and performance in the real work situation.

After reading the **Objectives** and the **Introduction** on pages 2 and 3, you should be able to determine how much of this module you will need to complete before the **Check-Out Activity**.

* If you already have the necessary **background information** required for announcing the opening of a training program, you may not need to complete **Learning Activity I**, p. 4.
* If you already have had **practice** in announcing the opening of a training program, you may not need to complete **Learning Activity II**, p. 11.
* Instead, with the approval of your instructor or supervisor, you may choose to proceed directly to the **Check-Out Activity**, p. 12, and announce the opening of a training program when you have access to a **real work situation.**

Your instructor or supervisor may be contacted if you have any difficulty with directions, or in assessing your progress at any time.

SUPPLEMENTARY TEACHING/LEARNING AIDS

An effort has been made to make this module as self-contained as possible. The information contained in the module should be sufficient to develop "entry-level" knowledge and skills. However, more information is available on this topic. The advanced learner may wish to attain higher levels of knowledge and skills.

A list of resources which supplement those contained within the module follows. Check with your instructor or supervisor (1) to determine the availability and the location of these resources, and (2) to get assistance in setting up additional learning activities.

There are no prerequisites for completing this module. However, the module may be completed in conjunction with module number II-B, **Writing Articles for News Media**; and module number IV-A, **Collecting Framework Production and Training Information**.

Learning Activity I

* Any of numerous books on advertising and business communications

Learning Activity II

* Local newspapers to examine announcements on industry services/vocational education programs

Check-Out Activity

* One or more resource persons who have written announcements for industry services programs

OBJECTIVES

1. After completing the required reading, take the learner self-test to demonstrate you have attained the knowledge of announcing the opening of a training program. You should complete all items correctly. **(Learning Activity I)**

II. After analyzing the performance instructions, complete all the designated experiences in announcing the opening of a training program in a practice situation. Your work must conform to the worksheet and checklist provided. **(Learning Activity II)**

III. In an actual work situation, announce the opening of a training program. Satisfactory performance will be realized when all items on the performance checklist (AppendixA) are rated "yes." **(Check-Out Activity)**

ANNOUNCING THE OPENING OF A TRAINING PROGRAM

INTRODUCTION

Announcements of training program start-up dates must be carefully planned. Industries always seek the most qualified personnel for jobs. Therefore, the announcement of the opening of the training program should be designed to recruit applicants who will fit into the industry's production plans. The announcement may come via several avenues, including individual contacts, leaflets placed at strategic points in the community, newspaper articles, radio appeals, and television advertisements. The approach taken must be designed in consultation with industry representatives. Industry personnel do not have time to interview large numbers of unqualified personnel.

The purpose of this module is to equip you with the information needed to announce the opening of a training program.

LEARNING ACTIVITY I: INFORMATION

You should study the information presented in the following section. You may wish to read more on the subject from the reference listed in the section on **Supplementary Teaching/Learning Aids**. After reading these materials, you will demonstrate knowledge of announcing the opening of a training program by completing the **Learner Self-Test**, p. 7 . You will be evaluating your knowledge by comparing your self-test answers to the **Answers to Self-Test**, p. 9 .

I. MEANS OF GETTING THE MESSAGE TO A TARGET GROUP

A. **Individual contacts**

B. **Newspaper**

C. **Leaflets**

D. **Radio**

E. **Television**

It should be noted that announcements of training program openings apply only to pre-employment type programs. Recruiting is not a part of in-plant training programs since trainees are already on the job in these programs.

Recruiting activities should be jointly planned with the state employment service. In fact, the state employment service should take the lead in this activity. The industry services leader must provide accurate information to the employment service representative regarding job descriptions, qualifications required of the applicants, and training program information. The state employment service is equipped to announce training program information, counsel applicants, test applicants, and refer applicants to the training program. Their resources should be used to the maximum extent possible.

II. SOURCES FOR MAKING ANNOUNCEMENTS

A. **Public training institution**

B. **State division of vocational-technical education**

C. **Local employment service office**

D. **Industrial development office**

III. TARGET GROUPS

A. **Persons presently employed who have special skills needed by industry**

B. **Persons presently employed who are seeking advancement opportunities**

C. **Graduates of vocational-technical education programs**

D. **Persons presently enrolled in vocational-technical education programs**

E. **Persons not presently employed but who want and can profit from the program**

IV. PREPARING ANNOUNCEMENTS

A. **Individual contacts.** An industry will usually need to fill several key positions in engineering, maintenance, supervision, and skilled crafts. Since such personnel are not likely unemployed, leads must be obtained regarding the location of these personnel from personal acquaintances. The industry services leader should maintain a file of these leads and make them known to the new or expanding industry representatives. Of course, the same approach can be used to locate other qualified applicants for a training program.

B. **State-wide computerized telephone/viewing screen hookup.** The state employment service keeps a day-to-day account of the jobs available in the state, and their locations. Each local employment service office receives this information and is able to advertise for job openings anywhere in the state. This speeds up recruiting prospective trainees and existing skilled workers. The state employment service will work closely with the public training institution and the client industry to seek qualified workers.

C. **Files of job applicants.** The local employment service office also maintains a continuous up-to-date file of persons who have applied for employment. This file is an immediate source of prospective employees and/or trainees. The file includes a wealth of information on prospective employees such as professional and skilled workers from outside the state who are seeking jobs back in their home state.

D. **Newspaper articles.** No doubt, the most effective means for announcing the opening of training programs is through newspaper articles. Care must be taken to make sure that the information presented to the public is clear and accurate. Refer to module II-B, **Writing Articles for News Media**, for additional information.

E. **Leaflets.** Leaflets may be posted or distributed at points in the community which are frequented by persons qualified for the training program. Permission for posting or distributing leaflets in public or private property must always be obtained from the appropriate authorities. The leaflets would contain basically the same information as a newspaper announcement.

F. **Radio and television announcements.** Public service announcements by radio and television may be made simultaneously with the newspaper announcements. In fact, the same information used in newspaper announcements may also be used for radio and television announcements. If possible, arrange for the television station to feature an on-the-scene report of the opening of the training program.

*Continue this learning activity by taking the **Learner Self-Test** which follows.

LEARNER SELF-TEST

This is a checkpoint knowledge test needed before proceeding to the task of announcing the opening of a training program in a practice situation. Follow the instructions given with each item. Check your answers with the **Answers to Self-Test** which follow. If you fail to complete all items correctly, you may wish to go back and review appropriate parts of the module information.

1. List three means for getting the announcement to the target group.

   a.

   b.

   c.

2. Name three sources that may be used to announce the opening of a training program.

   a.

   b.

   c.

3. The announcement is **not** intended for which one of the following groups.

   Circle your answer.

   a. Unemployed persons

   b. Persons presently employed

   c. Graduates of vocational-technical education programs

   d. Anyone who can work

4. List two ways the state employment service can assist in recruiting applicants for a training program.

   a.

   b.

ANSWERS TO SELF-TEST

1. Any three of the following:
   a. Individual contacts
   b. Newspaper
   c. Leaflets
   d. Radio
   e. Television
2. Any three of the following:
   a. Public training institution
   b. State division of vocational-technical education
   c. Local employment service office
   d. Industrial development office
3. d.
4. a. Advertise job openings
   b. Retrieve job applicants from existing files

*Proceed to the next learning activity for practice in announcing the opening of a training program.

LEARNING ACTIVITY II: PRACTICE PERFORMANCE

You will be required to practice announcing the opening of a training program. Several subactivities must be completed before the task is completed. You may wish to read one or more articles on advertising and business communication from outside resources. You may also read several newspaper announcements, or review example brochures for ideas on announcing the opening of a training program. You must read the **Case Study Information** presented in the module. You must also complete the **Announcement Planning Worksheet.** You will be evaluating your performance in announcing the opening of a training program using the **Performance Checklist** from Appendix A.

I. Read the **Case Study Information** found in Appendix B, This information will serve as a basis for announcing the opening of a training program in a simulated situation.

II. Use the **Announcement Planning Worksheet** found in Appendix C to describe your activities in announcing the opening of the training program presented in the case study information. Follow the case study information closely in responding to the exercises presented in the worksheet. However, you must make certain assumptions when the case study information does not reveal desired information.

III. Use the **Performance Checklist** from Appendix A to check your competency in announcing the opening of a training program in the simulated situation. Satisfactory performance is realized when all items on the checklist are rated "yes."

*Completion of this learning activity should have qualified you to announce the opening of a training program in a real work situation. Proceed to the **Check-Out Activity**.

CHECK-OUT ACTIVITY: PERFORMANCE IN REAL WORK SITUATION

The activity which follows is intended to be conducted in an actual on-the-job situation. It may be completed without completing the two learning activities, if you already have the necessary knowledge and skills to do so.

You will be given an assignment to announce the opening of a training program for an industry in your community. In order to complete the assignment, you must perform the following activities: identify the qualifications desired of the training program applicants; consult with the state employment service about the availability of prospective applicants; determine who will actually make the announcement, and how it will be made; prepare the message for the announcement; present, post, or distribute the information; and follow up on the results of the announcement. Your performance will be judged by your instructor or supervisor using a checklist. All items on the **Performance Checklist** (Appendix A) must be rated "yes."

*After completing the **Check-Out Activity**, you may select another module for study. Your instructor or supervisor may be contacted if you have any difficulty in selecting a module.

APPENDIX A

PERFORMANCE CHECKLIST

Announcing the opening of a training program.

INSTRUCTIONS: If the performance is satisfactory, write YES in the space provided. If the performance is unsatisfactory, write NO in the space. Each item must be rated "yes" for satisfactory task performance.

1. The target groups were clearly specified. ☐
2. The means for getting message to target groups were clearly specified. ☐
3. The responsibilities for making the announcement were clearly specified. ☐
4. The contents for the announcement were indicated. ☐
5. The schedule of activities to be completed was well developed. ☐

☐

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☐

APPENDIX B

CASE STUDY INFORMATION FOR ANNOUNCING THE OPENING OF A TRAINING PROGRAM

A plant recently ceased operations in your city. A rather large industrial complex was vacated and 125 people lost their jobs. Fortunately, through the efforts of numerous citizens a blue-chip firm has decided to move manufacturing operations into the vacated plant facility. One-hundred and fifty new jobs will be created. All jobs are considered to be either semi-skilled or highly skilled. Each job will require at least two months of preparation before the plant can manufacture a salable product. The local public training institution will provide a six-week pre-employment training program. The training institution will also provide part-time instructors for an in-plant training program after completion of the pre-employment program.

The industry will give first option on the jobs to the former employees of the vacated plant. It is known that some of the former employees have since accepted other employment. Therefore, a considerable number of workers must be recruited from other sources.

APPENDIX C

ANNOUNCEMENT PLANNING WORKSHEET

THE CLIENT COMPANY

1. What decision(s) have previously been made about the training program applicants?

2. How will the client company be involved in the announcement of the training program?

3. How many persons must be recruited for training?

THE ANNOUNCEMENT

1. What target group(s) must be reached with the announcement?

2. What means will be used to get the message to the target group(s)?

3. Who will prepare and make the announcement?

4 What elements will be contained in the announcement?

ANNOUNCEMENT SCHEDULE

Using the following form, prepare a schedule of the activities to be performed in completing the announcement.

Activity	Responsible Agency	Starting Date	Completing Date

LIST OF INDUSTRY SERVICES LEADERSHIP DEVELOPMENT MODULES

I. **Orientation to Industry Services**

- A. Introduction to Industry Services
- B. Industry Service- Leadership Development Program: Guide for Using the Self-Paced Instructional Modules

II. **Establishing Contacts and Relationships**

- A. Speaking to Industrial and Community Groups
- B. Writing Articles for News Media
- C. Identifying Functions of Agencies Involved in Industry Services
- D. Developing a Brochure for Industry Services

III. **Obtaining Agreements**

- A. Developing Training Agreements
- B. Developing a Lead-time Schedule
- C. Interpreting Legislation Related to Industry Services

IV. **Identifying Training Needs**

- A. Collecting Framework Production and Training Information
- B. Selecting Types of Training Programs
- C. Preparing a Budget for an Industry Services Project

V. **Acquiring Resources**

- A. Selecting Instructors for Industry Services
- B. Securing a Training Site
- C. Securing Training Equipment, Tools, and Supplies

VI. **Training Instructors for Industry Services**

Training Instructors for Industry Services

VII. **Preparing for Training**

- A. Adapting the Training Site to Training Needs
- B. Evaluating Safety Conditions at Training Sites
- C. Announcing the Opening of a Training Program

VIII. **Preparing Training Materials**

- A. Conducting a Task Analysis
- B. Developing Performance Objectives
- C. Determining Types of Instructional Methods and Media
- D. Developing Performance Tests
- E. Developing Training Manuals
- F. Preparing Videotapes for an Industry Services Program
- G. Setting Up Learning Centers for Industry Services Programs

IX. **Selecting Candidates**

Developing a Plan for Testing and Counseling Applicants for a Training Program

X. **Monitoring Training Programs**

- A. Assisting in Providing Pre-Employment and In-Plant Training
- B. Developing a Procedure for Keeping Participating Agencies Informed About Training Program Activitigs
- C. Monitoring Training Programs for Progress and Expenditures

XI. **Closing Training Programs**

Closing a Training Program

XII. **Placing Program Participants**

Developing a Plan for Placing Graduates of a Pre-Employment Training Program

XIII. **Evaluating Industry Services Programs**

Evaluating Industry Services Programs

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